



NEIGHBORHOOD TRAINING FY 2020-2021



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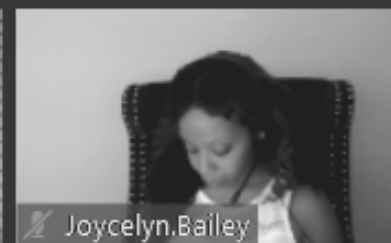
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Nicole Benford



Joycelyn Bailey

INTRODUCTION

The City of Charlotte's Community Engagement division's mission is to create successful neighborhoods where people of diverse backgrounds and incomes can build successful lives. We do this by providing programs, partnerships, and services that inform and empower communities to create the change they want to see in their unique communities.

Within the Community Engagement division, the Training Team offers year-round training opportunities for community leaders and neighborhood groups alike in order to equip residents with the information and skills needed to enact change in their community.

Amidst the challenges caused by COVID-19, our team took all of our programs virtual, spearheading work that we will proudly keep offering after in-person meetings return. We are proud of all we've accomplished this fiscal year and thankful for all of our partners, both internal and external.

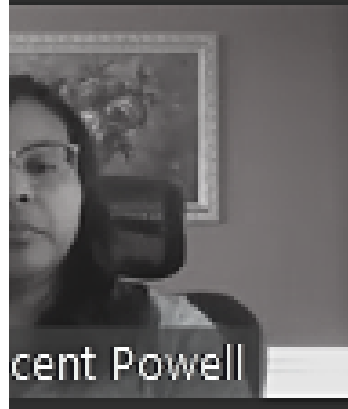
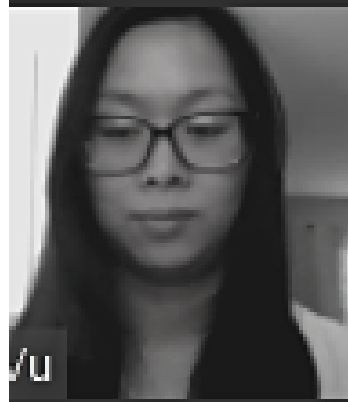
At your service,
Philip and Nichelle



PHILIP FREEMAN



NICHELLE WILSON



CIVIC LEADERSHIP ACADEMY

In September and October 2020, the Training Team offered the first-ever virtual edition of the Civic Leadership Academy. This cohort was comprised of 35 participants from all seven Council districts who learned from City staff and community partners over 12 sessions. Cohort 8 was held in March and April 2021 and included 39 participants from Ballantyne to Brawley Farms, Carmel Valley to Clanton Park, Dilworth to Druid Hills, Hidden Valley to Hunters Pointe, Nevin to NoDa, Raintree to Robyns Glen, Starmount to Steele Creek, Wedgewood North to Windsor Park, and communities in between.

A special thank you to our partners who helped with the virtual academies.

Anna Duffey
Human Resources

Ryan Bergman
Hannah Bromberger
Ethan Smith
Strategy & Budget

Robin Bacote
Jonathan Hill
Linette McCallum
Hope Robinson
Antawuan Schofield
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Aviation

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Erika Ruane
Natasha Warren
Tabitha Warren
General Services

Cheyenne Flotree
Stephanie Kelly
David McSwain
Office of the City Clerk

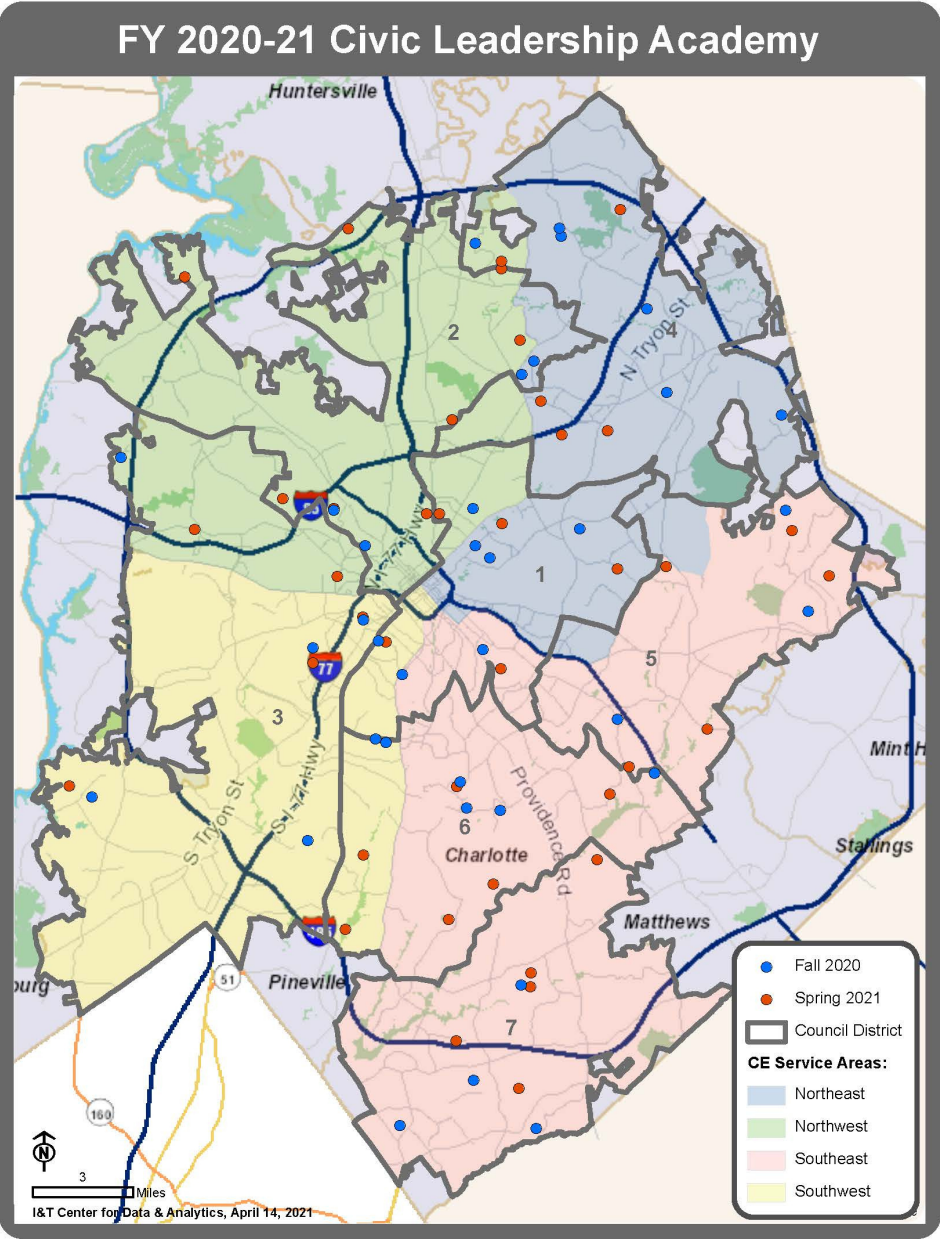
Lawrence Corley
Kay Tembo
Mecklenburg County

Tom Hanchett
Community Historian

74 graduates between
Cohorts 7 & 8

15 departments partnered
with to provide training

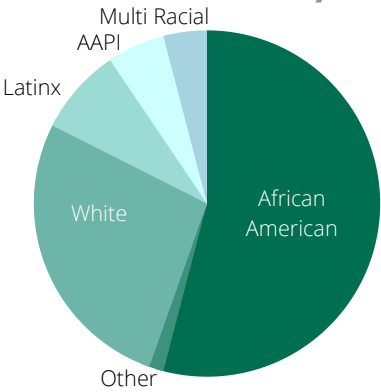
PROGRAM DEMOGRAPHICS



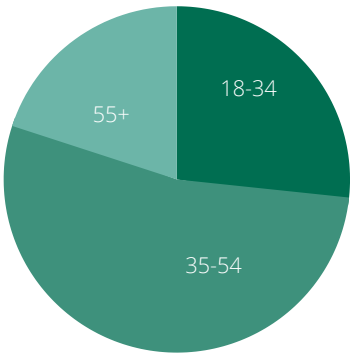
Gender



Race/Ethnicity



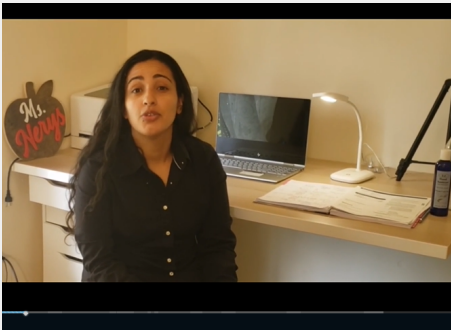
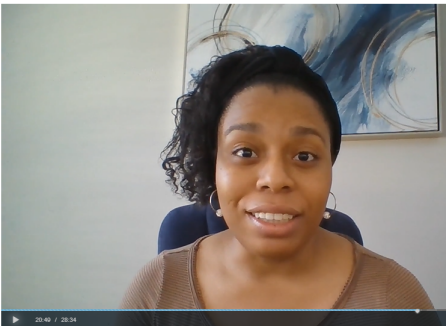
Age



IN THEIR WORDS...

CLICK BELOW TO HEAR FROM COHORT 7

CLICK BELOW TO HEAR FROM COHORT 8



"I am leaving with a game plan and a vision."

"I have developed a deeper appreciation for the city that I live in."

"I'm eager to go out and share with others what I have learned."

"This academy is something I'd recommend to all my friends."



NEIGHBORHOOD BOARD RETREAT

Since 2012, Housing & Neighborhood Services' Community Engagement division has hosted Neighborhood Board Retreats. These retreats serve as opportunities to help neighborhood and merchant organizations engage in meaningful conversation about what's working within their communities and opportunities for improvement. Through facilitated discussions, participants establish and prioritize goals, develop strategies and discover resources to assist them as they work to implement their plans.

Retreats are typically held in-person twice a year; however, due to COVID-19 the Neighborhood Board Retreat (NBR) team decided to pivot and provide a customized, virtual retreat experience to neighborhoods still wanting to participate.

The Virtual NBRs allowed neighbors to maintain and build momentum within their communities and helped Community Engagement staff know how to better support communities during COVID-19.

28

participating
neighborhoods

25

NMG eligible
neighborhoods

84

neighborhood
goals
established

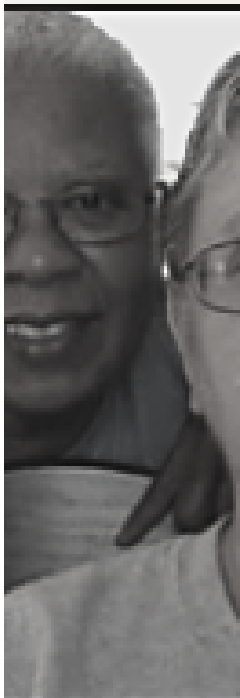
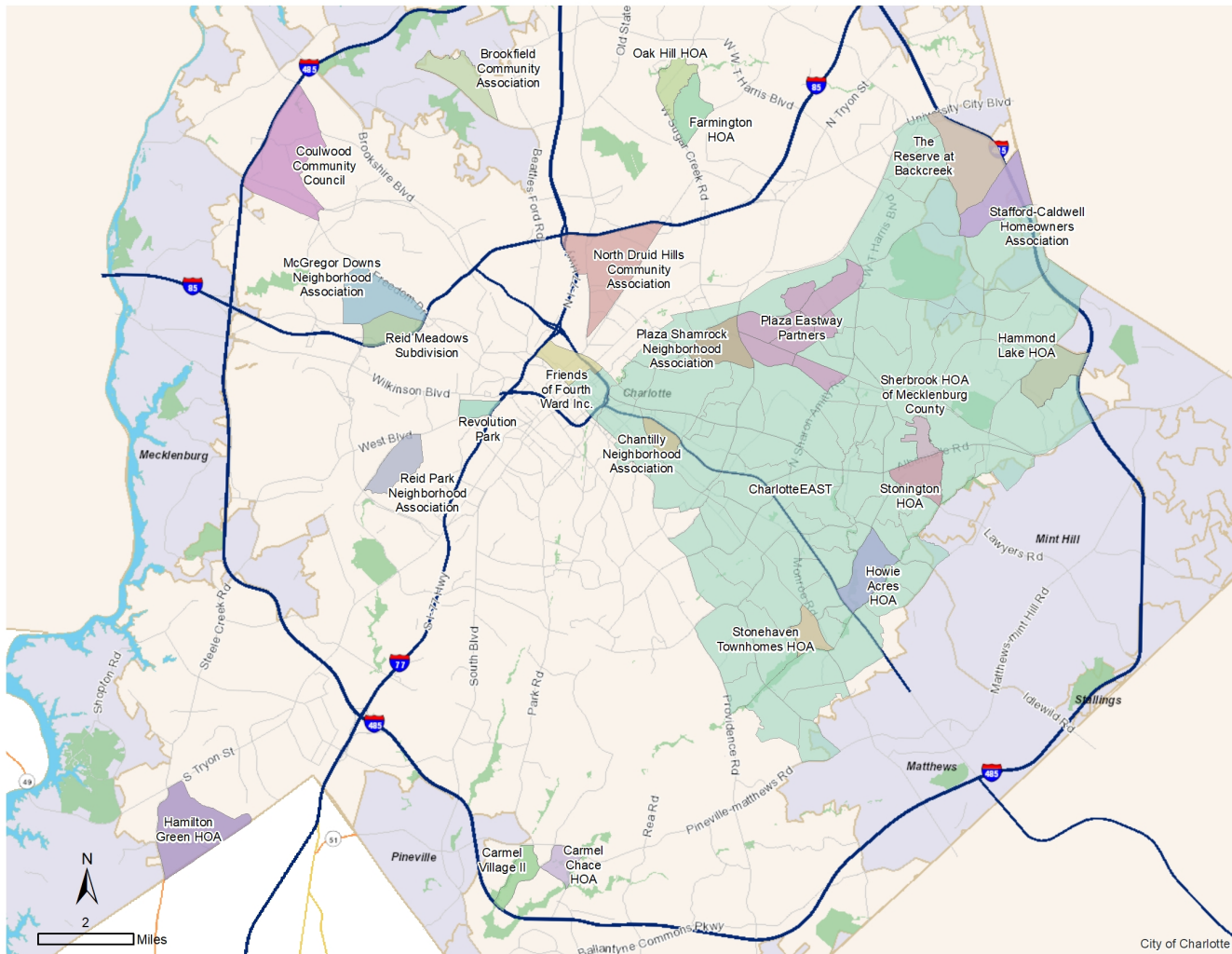


Neighborhood Board Retreat intro video

"Service Area Teams and the Training Team work collaboratively in helping communities think strategically about their community goals, assisting them in prioritizing goals, and empowering them with the necessary support and resources to achieve their desired goals".

Kim Barnes, Southeast Community Engagement Manager

PROGRAM REACH



Avalon at Mallard Creek Townhomes
Becton Park at Lynton Place HOA
Brookfield Community Association
Carmel Chace HOA
Carmel Village II
Chantilly Neighborhood Association
CharlotteEAST
Coulwood Community Council
Farmington HOA
Friends of Fourth Ward Inc.
Hamilton Green HOA
Hammond Lake HOA
Heather Glen Neighborhood Association
Howie Acres HOA

McGregor Downs Neighborhood Association
North Druid Hills Community Association
Oak Hill HOA
Plaza Eastway Partners
Plaza Shamrock Neighborhood Association
Reid Meadows Subdivision
Reid Park Neighborhood Association
Revolution Park HOA
Sherbrook HOA of Mecklenburg County
Stafford-Caldwell HOA
Stonehaven Townhomes HOA
Stonington HOA
The Reserve at Backcreek
Turtle Rock Owners Association

28 neighborhoods served

95 individual participants

675309

TRAINING ON DEMAND

The Training Team has a rich history of providing training opportunities to empower residents to reach their full potential. Workshops such as Conflict Resolution for Neighborhood Leaders, Planning Great Community Events, and our signature Queen City Crash Course are typically offered at churches, libraries, parks, and other public spaces.

In March 2019, we pivoted to offering online trainings -- if residents cannot attend in real-time, they can now view trainings on demand at <https://charlottenc.gov/HNS/CE/CommunityInfo/Pages/Training-On-Demand.aspx>. In FY2020-21, we added 22 on demand training opportunities and had 468 collective views online.

22

trainings added
to our on
demand
collection

468

views of on
demand
offerings

1

special thanks
to Harold
Thompson for
building this
website

CLICK A THUMBNAIL TO VIEW THE ONLINE TRAINING

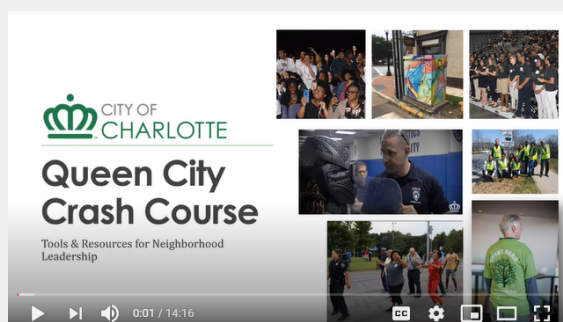
COMMUNICATION STRATEGIES FOR NEIGHBORHOOD ORGANIZATIONS



DIGITAL MEETINGS FOR NEIGHBORHOODS



QUEEN CITY CRASH COURSE



TOOLBANK TOUR



TRAINING ON DEMAND

- [HOA Basics](#)
- [Orientation to HOA Board Service](#)
- [HOA Board Support: How to Work with a Property Management Company](#)
- [Introduction to Non-Profit Bylaws](#)
- [Digital Communications for Neighborhood Groups](#)
- [How to Start a Neighborhood Organization](#)
- [Charlotte Neighborhood History Toolkit Online Tutorial](#)
- [How to be a Bridge-Builder in your Neighborhood](#)
- [A Good Gathering: Listening and Sharing When Neighborhoods are in Transition](#)
- [Understanding Affordable Housing](#)
- [Keep Charlotte Beautiful Beautification Grant Pre-Application Workshop](#)
- [Tree Care Grant Pre-Application Workshop](#)
- [Office of Sustainability Overview](#)
- [Know to Grow Gardening Series](#)
- [Understanding your HOA Declaration of Covenants, Conditions & Restrictions](#)
- [Understanding through History: Lessons from the Legacy Commission](#)
- [Are You Up to Code?](#)

A special thank you to our partners for their contribution to our Training on Demand offerings.

Janeen Bryant
Facilitate Movement

Rocky Cabagnet
Hull & Chandler

Steven Capobianco
NC Cooperative Extension

Fred Dodson
Charlotte-Mecklenburg Housing
Partnership Inc.

Tom Hanchett
Historian

Josh Jacobson
Next Stage Consulting

Maureen Krueger
Charlotte Community ToolBank

Kristin Mavromatis
Mecklenburg County Board of
Elections

Merritt McCully
Mayfield Memorial CDC

Mary Newsome
Writer/Editor

Beth Springston
VOTE411 Project
League of Women's Voter NC

Miles Vaughn
Antonio Osborne
Antawuan Schofield
Mark Fowler
City of Charlotte

1,268

residents
trained

DEEPER DIVES

Each month, the Training Team hosts Deeper Dives, which are traditionally a time to learn about City resources and community partners. In July 2020, we began focusing every other month on conversations on race and equity.*

July 2020: First CE discussion about race

August 2020: Discussing [The Hate U Give](#)

September 2020: Office of Equity, Mobility and Immigrant Integration + International House

October 2020: Building Cross-Cultural Communication

November 2020: Quality of Life Explorer + Charlotte Bilingual Preschool

December 2020: End-of-year Mixer

January 2021: Mecklenburg County Public Health COVID-19 Update + JumpStart and Cure Violence

February 2021: Confronting Bias in the Workplace

March 2021: Congregations for Kids, Opportunity Scholarship Program, Envision Charlotte, Innovation Barn, 100 Gardens

April 2021: Speaking Up Against AAPI Hate in Our Community

May 2021: Digital Charlotte + West Side Community Land Trust

June 2021: Supporting our Latinx Community

A special thank you to our partners for their contribution to our Deeper Dives.

Autumn Weil
International House

Banu Valladares
Charlotte Bilingual Preschool

Meg Sullivan
Mecklenburg Co. Public Health

Gen Bowden
Congregations for Kids

Amy Aussieker
Envision Charlotte

Sam Fleming
100 Gardens

Thanh Vu
Civic Leadership Academy

Eileen Cai
Carolinas Asian American
Chamber of Commerce

India Dunn
Christina Gullo
Central Piedmont Comm. College

Bruce Clark
Digital Charlotte

Charis Blackmon
West Side Comm. Land Trust

Alba Sanchez
Latin American Coalition

Andrew Bowen | Maura Chavez
Victoria Johnson | Lacey Williams
Emily Yaffe
City of Charlotte

*A special thanks to Tiffany Johnson for helping design these Deeper Dives.

YOUTH ENGAGEMENT

The Training Team oversees the City's partnership with GenerationNation, who runs the Charlotte-Mecklenburg Youth Council (CMYC). The CMYC offers high school students civic engagement opportunities and involvement in City policy and decision-making.

This year, we partnered with GenerationNation students to increase engagement with Charlotte's youth.

US Conference of Mayors Youth Voter Engagement

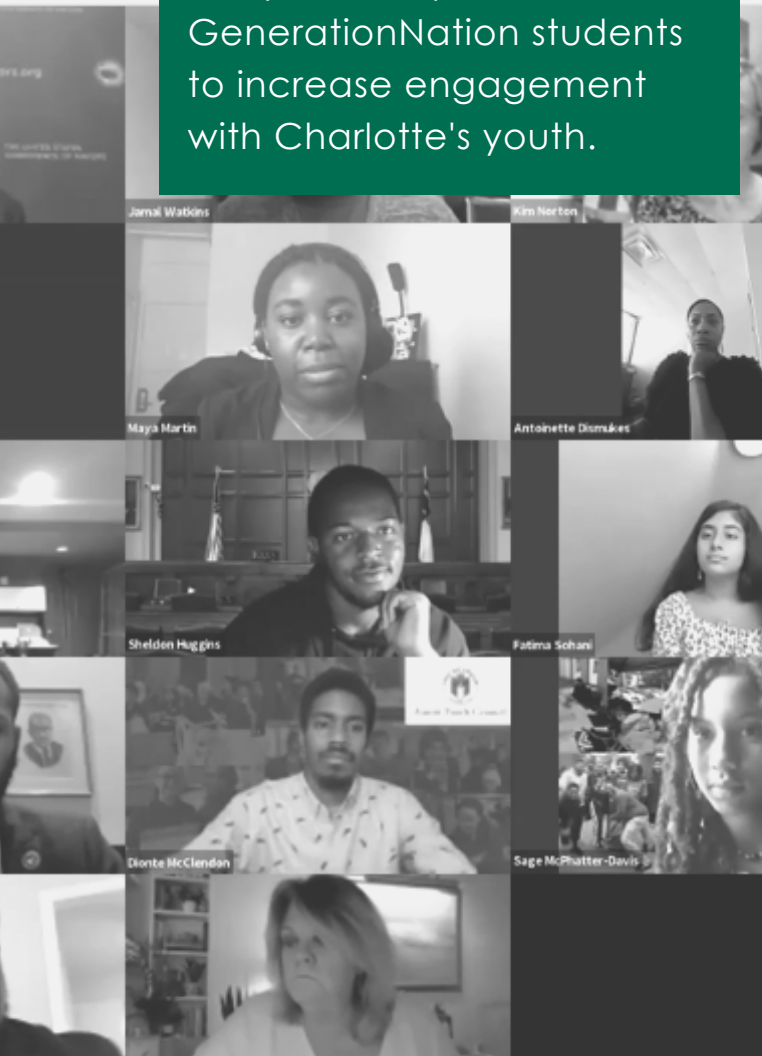
In fall 2020, the City of Charlotte had the opportunity to participate in a youth voter engagement initiative sponsored by the United States Conference of Mayors Youth Involvement Task Force. The purpose of the initiative was to help mayors and their youth leaders develop voter engagement efforts in their communities. Maya Martin and Sheldon Huggins, former Mayor's Youth Employment Program participants, were selected as our youth representatives. They participated in a series of monthly webinars that brought mayors and youth leaders from around the country together to share strategies to increase youth voter engagement.

Maya and Sheldon, in partnership with GenerationNation, created a 6-week nonpartisan, youth-friendly, digital campaign to inform and engage youth about elections and voting. They also served as guest panelists for the final webinar in the virtual series where they spoke about the importance of engaging youth voters.

Charlotte-Mecklenburg Youth Council

On December 2, 2020, students from the Charlotte-Mecklenburg Youth Council participated in a focus group about youth neighborhood engagement and community relations. Eight students from various schools and neighborhoods throughout Charlotte joined the virtual focus group to share their thoughts on topics from neighborhood characteristics and resources, relationship building, and strategies to better engage and involve youth in Community Engagement initiatives.

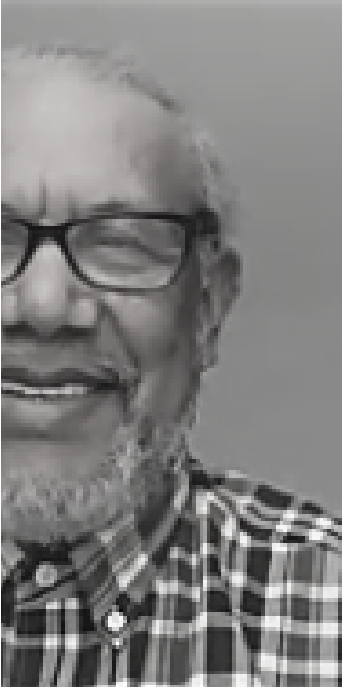
The results from this focus group will continue to inform discussion on how to increase youth engagement in our programs.





CLA FOR MYEP

This summer, the Training Team partnered with the Mayor's Youth Employment Program (MYEP) to offer a mini Civic Leadership Academy for students participating in the MYEP Virtual Pathways. More than 250 students participated in the following 5 sessions:



Government 101 – Students will learn about the role of local government, how local governments partner, and what services are provided by the City of Charlotte and Mecklenburg County. Students will learn how local officials are elected, how priorities are set, and how local government services are funded. (Presentations by City of Charlotte's Strategy & Budget Office and Mecklenburg County's Public Information Department)

Community Safety – Students will learn about the mission and work of our fire and police departments. Students will learn about training received by firefighters, job opportunities within the fire service, and the preventative work CFD performs to combat fire in our community. Students will also learn about training received by police officers and how CMPD is improving its relations with the community. (Presentations by Charlotte Mecklenburg Police Department and Charlotte Fire Department)

Civic Engagement – Students will learn why and how they can become more civically engaged. Students will learn about voting, joining boards and commissions, running for office, and attending virtual Council meetings. (Presentations by Nichelle Wilson and Philip Freeman, City of Charlotte's Housing & Neighborhood Services Department)

Keeping our City Clean – Students will learn about the operations of our Solid Waste Services Department and how we partner with Mecklenburg County to meet the challenges of providing services to an ever-growing population. Students will also learn about Keep Charlotte Beautiful and hear how they can participate in KCB programs and help SWS keep our city clean. (Presentations by City of Charlotte's Solid Waste Services Department and Keep Charlotte Beautiful)

Interviews with Neighborhood Leaders – In this panel discussion, students will hear from neighborhood leaders about challenges, strategies, and victories surrounding their neighborhood work. Similar to the virtual NEXLA event in July 2020, neighborhood leaders will share about projects that students can replicate in their own communities. (Nichelle Wilson and Philip Freeman interviewed neighborhood leaders)

andi's iPh

ADDITIONAL PARTNERSHIPS

Charlotte-Mecklenburg Schools

We provided information on Community Engagement programs to over 200 families at engagement events at University Park Creative Arts School.

Charlotte-Mecklenburg Library

We helped advertise the 2021 Community Reads program and hosted three book discussions based on Community Read titles.

United Way of Central Carolinas

We served as departmental ambassadors for the 2020 United Way Annual Campaign, helping raise more than \$8,500.

Rebuilding Together of Greater Charlotte

After serving as the City's representative on the Board of Directors for 3.5 years, Philip rolled off of the Board.

Charlotte Digital Inclusion Alliance

Philip continued serving as the City's liaison for this important work to reduce the digital divide in Mecklenburg County.

Charlotte City Walks Planning Team

Nichelle served as the departmental representative for City Walks as the program went virtual in 2021.

Special thanks to our NEX2020 Partners

Anjanette Grube, Former TV News Anchor

Bibi Okoh, Ravenwood Garden Park Garden Club

Michelle Inhofer, Walden Ridge neighborhood

Sharon Young, Genesis Park neighborhood

